

McCormick & Murphy Client Experience Checklist

Key elements to look for in a law firm's client testimonials.

Based on *Testimonials* by McCormick and Murphy

1. Identifying Trustworthy Testimonials

Evaluate the authenticity and credibility of client feedback.

- Look for testimonials that mention specific cases or outcomes.
- Check if testimonials include the client's full name and location.
- Consider testimonials with verifiable details about the legal process.
- Note if testimonials describe the attorney's communication style.
- Assess testimonials for genuine emotion and personal reflection.
- Be wary of overly generic or vague positive statements.
- Seek testimonials that highlight problem-solving abilities.

2. Assessing Attorney Professionalism

Gauge the firm's commitment to client service and legal expertise.

- Identify mentions of attorneys being knowledgeable and prepared.
- Look for feedback on attorneys' responsiveness and availability.
- Check for comments about attorneys demonstrating empathy.
- Note if testimonials describe attorneys as strong advocates.
- Evaluate if the firm's team is described as supportive.
- Consider feedback on clear explanations of legal matters.
- See if attorneys are praised for thoroughness.

3. Evaluating Case Management

Understand how the firm handles client cases from start to finish.

- Look for descriptions of efficient case processing.
- Check if testimonials mention clear communication about case status.
- Note comments on organized and systematic approaches.
- Assess feedback on proactive problem-solving during the case.
- Consider mentions of effective negotiation strategies.
- See if the firm managed expectations realistically.

4. Understanding Client Outcomes

Review the results and resolutions achieved for clients.

- Identify testimonials that detail successful case resolutions.
- Look for mentions of achieving desired outcomes or settlements.
- Check if clients felt their goals were met.
- Note comments on the positive impact of the legal representation.
- Consider feedback on fairness of settlements or judgments.
- Assess if the firm helped navigate complex legal challenges.

5. Gauging Firm Reputation and Trust

Determine the overall perception and reliability of the law firm.

- Look for repeated praise for integrity and honesty.
- Check if clients express strong recommendations.
- Note mentions of long-term relationships or repeat business.
- Assess testimonials that convey a sense of relief or peace of mind.
- Consider feedback on the firm's ethical conduct.
- See if the firm is described as a trusted advisor.

6. Communication and Accessibility

Verify the firm's effectiveness in keeping clients informed and involved.

- Look for comments on prompt replies to questions.
- Check if clients felt kept informed throughout the process.
- Note mentions of easy-to-understand explanations.
- Assess feedback on the availability of legal staff.
- Consider testimonials that highlight proactive updates.
- See if the firm made clients feel heard and valued.

7. Professionalism and Demeanor

Examine the conduct and attitude of the legal team.

- Look for descriptions of respectful and courteous interactions.
- Check if attorneys are noted for their calm and composed demeanor.
- Note comments on professionalism in court or negotiations.
- Assess feedback on the team's positive and encouraging attitude.
- Consider mentions of a non-judgmental approach.
- See if the firm maintained a professional image.

Resources & Further Reading

Use these pages while working through the checklist:

■ Home

<https://mccormickmurphy.com/>

■ About

<https://mccormickmurphy.com/about/>

■ Kirk McCormick

<https://mccormickmurphy.com/about/kirk-mccormick/>

■ James Murphy

<https://mccormickmurphy.com/about/james-murphy/>

■ Sample Case Result

<https://mccormickmurphy.com/about/sample-case-result/>

■ M + M in the community

<https://mccormickmurphy.com/about/m-m-in-the-community/>

■ Practice Areas

<https://mccormickmurphy.com/practice-areas/>

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Focus on specific details and client experiences to evaluate legal service quality.